

# **Winning Nutrition Strategies**

**Best Tactics For Easy  
Weight Loss and  
Long Term Vitality**

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## **Stay Fit! – Online**

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# **Stay Fit! – Coaching**

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# The nature of your challenge

It is very simple:

When you enter a supermarket, you are bombarded with marketing messages which tell you to buy food which won't give your body what it needs.

In fact this marketing brain washing goes on all the time, not just when you enter a supermarket.

You turn on the TV and commercials for frozen pizzas, sugar filled ice creams and addictive potato chips are forced on you whether you like it or not.

Conclusion?

You need a solid strategy to tackle this.

If you simply respond to this marketing hype, you end up buying and eating food which is very poor in nutrients.

The result is that you need to eat much more to give your body what it needs.

# Marketing priorities

A corporation cares more about profit than your health!

It is that simple.

If you try to rate their priorities, profit scores 99%!

Your health is probably at a lousy 1%!

This is simply how the commercial world works.

It is driven by profit.

Food is an industry.

Sure, corporations function with ethical guide lines as well, but these guide lines are very weak.

The truth is that a food processing corporation is more accountable to its share holders than the health of its customers.

Again, this is not about good or bad.

It is simply how the commercial system works.

So, wake up and stop being fooled by it.

## How to respond

Trying to attack this marketing reality is a lost cause if you do this as an individual.

These corporations have too much power and are backed up by an army of lobbyists.

Yes! This reality might shift.

The solution will come from the people and political pressure.

Eventually, junk food will be labelled and discarded the way cigarettes are today.

In the mean time, for your own sake, you need an emergency battle plan.

Spending your time trying to attack these big fishes won't give you back your fitness or health if these ones are in trouble.

Ad blindness works much better ;)

You simply stop responding to the marketing messages you receive and choose better and healthier options.

These healthy options are still there.

You simply need to be very clear about what they are.

# Raw is good!

That's the first strategy or mind set you want to manifest.

Focus on raw and non processed foods.

Every time a vegetable or fruit is cooked or processed, it loses a big part of its micronutrients.

With vegetables, you probably lose 50% of their value just by cooking it.

A seed which is cooked won't grow, right?

It is dead.

Its life force is gone.

A seed which is not cooked has usually the potential to grow into a plant.

It is alive!

Ask yourself:

Which one of those two do you think has the highest nutritious value?

A cooked carrot or a raw carrot?

It is that simple!

The only reason why raw food is not main stream yet is because raw food is not marketed.

There is little profit in marketing raw food.

Again if a corporation has the choice between:

Selling you a bag of 150 grams potato chips and making 1\$ profit per bag...

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Or

Selling you a kilo of carrots and making 0.10\$ profit...

Which one do you think they will chose?

Wake up!

If you want to get healthy, you need to take your choices in your hands and not let the marketing hype make these choices for you.

You need to be smarter and see through.

This is the first big step!

Once you are aware of that reality, you already manifested half of the solution.

The next step is to be very smart when you go grocery shopping!

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# Smart grocery shopping

Entering a supermarket is like entering a battle field.

You need to identify your targets and stay focused on them:

- Fresh fruit
- Fresh vegetables
- Dried fruit
- Non processed foods
- Whole flour
- Etc.

If I ask you, I am pretty sure you can tell me exactly what is healthy and what is not.

It is really easy!

The challenging part is to not buy what is bad for you.

What is bad is

- Frozen
- Highly processed
- Canned
- Ready made meals
- Junk
- Potato chips
- Cookies
- Sweets
- Ice creams
- Etc.

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The list is long!

These bad foods represent 95% of a supermarket's surface.

So, you need to be very smart and don't allow this junk food in your shopping cart!

## **What about fish and meat?**

This is more of a personal choice.

I am pretty sure that eating reasonable amounts of those is ok.

Now for ethical reasons, you might prefer being a vegetarian or vegan.

That's something you can find out for yourself.

If you consume very high quantities of red meat, your health might suffer as well of course, but overall meat and fish are still within the line of products which is relatively healthy to consume.

That's my personal opinion.

This is of course a topic for debate.

Other animal products like dairy and eggs are in the same category.

# **Simplify your meals!**

Being a fantastic cook is highly praised by society.

Usually, the fancier the meals, the more you tend to eat.

If you prepare simpler meals, the temptation to overeat is smaller.

You don't need fancy recipes.

Most of what you can prepare is very simple.

It starts with cutting a few vegetables, putting them in a bowl, adding some oil, vinegar and herbs!

That's it!

That's your next trick: [Simplify!](#)

# How to easily change an eating habit

Change one habit at a time!

For instance, focus on eating more fruit for one week.

During that week, don't change anything else, only eat more fruit.

By the end of the week, your body and emotions will be more used to this idea.

It takes a bit of time to recondition yourself.

Why?

Because food is emotional!

Your body got used to a certain diet for many years.

When you shift an eating habit, your being responds emotionally.

You need some energy reserve to shift an eating pattern.

This is why it is very good to shift one thing at a time.

Focus on one new habit for a week.

The following week, focus on a new eating pattern while maintaining the one you established the previous week.

If you do this consistently for 3 months, you can totally shift the way you eat and establish 12 new eating patterns in your life!

## **3 months target!**

This is your goal!

If for instance you are at 60% - 70% of your health or body potential right now, 3 months is what it takes to shift negative eating patterns.

You can have short term success and manage to shift an eating pattern for a week for instance.

However to sustain this new habit on the long term, it takes usually a few weeks.

That's my experience.

I tested with my clients as well.

In most cases it takes 1 to 3 months to establish and sustain a new habit in your life.

Your body and emotions need to be retrained.

You can force an eating habits much faster but will it stick?

Once you relax and stop using your will power, will this habit be sustained?

Think long term!

Don't look for quick fix solutions.

Establish new eating patterns you can easily maintain on the long term.

To do that, you need the right strategy!

Here is what you can do:

Make a list of 10 eating patterns you could like to change or implement.

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These will be for instance:

- More vegetables
- Smaller evening meals
- Cut junk food by half
- Replace white bread by whole grain bread
- Etc.

Simply make a list of 10 eating patterns you could shift.

Next, select the one that appears to be the easiest to change.

Which one is it?

Do you feel it is possible and easy to shift that specific habit for a week?

Yes?

Then practice your new eating pattern for a week without changing anything else...

# Healthy eating patterns

Here are some of the top changes you can make to your diet.

These are some of the strategies you can choose from if you don't know where to start.

Your instinct is a precious tool though.

If you already know which specific habit you must tackle first, start with that one.

You won't even need this list.

If you don't know where to start, here are some suggestions:

- Eat less bread
- Cook smaller meals
- 3 vegetable servings per meal
- Fruit for snacks
- Power breakfast strategies
- 6 meals/day
- Healthy 3pm snack
- Drink more water
- Drop soft drinks
- Replace cookie snacks by dried fruit snacks
- Yoghurt and fruit for evening snack
- Have a fresh salad in every meal you prepare for your family
- Etc.

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Most of these strategies are very simple.

One strategy only won't be enough of course.

One week of progress is a small step.

Now imagine if this new habit actually sticks for the rest of your life!

What if you implement 10 new positive eating behaviors over a period of 3 months?

You totally rebuilt your diet and are able to stay healthy long term!

Within 3 months, you reach your target, right?

That's exactly what you want.

My advice is simple:

Be smart and if healthier nutrition is one of your top priorities, focus on this target for 3 months!

It does work!

Believe me!

You need some focus though.

If you feel you can't do it alone and want extra power and focus, connect with me:

<http://vitalcoaching.com/coaching.htm>

I will help you make the right choices and show you more ways to tackle the challenges you might face.

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# **Combine fitness and nutrition!**

The final victory comes from combining healthy eating and exercising patterns.

Your body needs to move!

Nutrition is only half the solution!

The other half is training your body!

Exercise!

Move your body!

As you shift diet patterns, add new fitness strategies as well.

You can combine them or alternate them.

For instance if one week you shift an eating habit, the following week you can focus on a new training routine.

Long term success comes not only from eating healthy!

It is the result of training and exercising your body as well.

# What happens when you eat junk food

When you eat junk food, your body enters into crisis mode!

You don't give your body what it needs, so a panic response is sent out!

You start overeating because whatever food you eat does not give your body satisfaction.

No matter how much junk food you eat, you don't get the nutritious value your body needs!

So, it keeps sending out the hunger signals.

Your body needs more than calories!

It needs vitamins, enzymes and much more!

Most of these are not contained in junk food!

# **If it is bad for you don't buy it!**

If you put it in your shopping cart, you will buy it and eventually eat it.

If it is bad for you don't let it through your door.

Junk food destroys your health!

It is that simple!

The best way not to eat it is not to buy it in the first place.

If you already bought it and it is in your house, trash it!

Seriously! Do it!

Go through your kitchen and trash sweets, chips and unhealthy snacks!

Do it now!!!

Get rid of them!

The moment you do, you feel a weight lifted off your shoulders.

This is how you take control of your body and health.

Realize that you are the one in charge!

You decide what you eat!

## **Never go groceries shopping on an empty stomach**

This is simple strategy that limits temptation.

Before you go groceries shopping, eat!

Eat well!

When you just ate and your stomach is full, the temptation to buy junk food is lowered by at least 50%.

This is so simple and it truly works.

Next time you plan to go groceries shopping, make yourself a fresh salad and eat it before you go!

You will tend to buy smaller quantities of food as well.

## **What if you have children?**

If you have children and want to shift your eating patterns, you will face a couple of extra challenges.

However, having children is by no means an excuse not to take steps!

Don't use them as an excuse!

Here are some simple guidelines to tackle this challenge.

First, it is your diet you are shifting, not theirs!

The choices you make are for you first.

Don't try to force your choices on either your partner or kids.

This usually triples the challenges and brings tension in the family.

The solution is to focus on diet changes first for you!

How do you do that?

You start by tackling first what is easy for you.

For instance, you can start with healthy snacks.

Focus on having for instance fresh carrots or a fresh fruit shake as snack.

You can create a healthier breakfast.

And much more of course!

Out of 6 meals pre day (including snacks) you might 5 of those without your partner or kids.

You might be sharing only the evening meal for instance.

Focus on shifting the habit patterns of the meals you have by yourself.

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Focus on making small changes at a time until these new habits are fully grounded for you!

You might make the mistake of trying to change your habits + those of your family at the same time.

They are not the problem! They are not issue!

In some isolated case your partner or children might be as committed to these changes as you are.

In these cases only, you can eventually oversee diet shifts for your whole family, not just for you.

But this situation is relatively rare!

In probably 90% of the cases, the nutrition shifts you have in mind are for you first, not yet for your whole family.

What about the evening meal?

Should you prepare two different meals, one for you and one for the rest of the family?

I don't think it is necessary.

Here is what you can do:

For instance if you want to add more raw vegetables to the evening meals, make a big fresh salad for everyone.

Don't force it on your kids or partner.

Prepare as well other dishes like pasta or rice that you know your kids usually enjoy.

Simply prepare the usual, what you used to do before.

This can be meat or fish as well.

Here is the trick:

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Simply prepare smaller quantities of it.

Put these various dishes on the table and let them choose what they want.

When you serve yourself some fresh delicious salad, offer them some as well.

If they don't want it, don't insist.

The following day, repeat the same idea.

You simply have the very healthy alternatives and the other dishes that you usually prepared.

If your kids see you enjoy these fresh salads, they will eventually try them as well.

Don't expect instant changes!

Forcing your choices on them usually creates conflict and lowers your motivation.

Don't fight them or try to educate the unless your healthy diet habits are already super strong and embedded in you.

Friends or family members might tease you on your new eating patterns.

That's fine, let them laugh!

The reason why they tease you is because your choices challenges them.

Deep inside, they know they should be doing the same.

Teasing you is their way of gently fighting back.

You are entitled to eat what you want.

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Difficult conflicts related with nutrition arise only when you force your choices on others.

That's when you get in trouble with kids, family and friends.

Respect everyone's freedom and live in peace!

Once your new healthy nutrition habits are fully grounded in you and you are happy at least at 80% with your diet, you can eventually start influencing or educating others if they are open for it.

Remember that you can't help someone who does not want your help.

All you can do is say something like:

"In the last few months, I tried some new eating habits that really work for me. Would you like me to share some healthy ideas with you?"

You ask for permission.

With your children it is slightly different of course because you feel responsible for their health.

You can be more directive with them but only once you have your own diet and nutrition habits in check.

There is a smart way to do that!

Simply forcing new habits on them usually gets them to rebel.

We enter here into parenting strategies, which is a whole new subject.

Educating others in an effective way is a vast topic.

If this is a challenge and don't know what to do next, get in touch!

I'll be happy to design new strategies with you:

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# How to shift your mind

Most of what we experience in life is conditioning.

The way you eat today is the result of conditioning.

If you were born somewhere else in another culture, you would eat differently.

You want to change the way you eat, the goal is to recondition your present tastes and emotions around food.

It takes 3 months to get used to eating more raw salads for instance.

It takes 3 months to permanently shift from bread based breakfast to whole grain cereal breakfast.

3 months!

That's the target you need to keep in mind with nutrition changes.

Why isn't it instant?

Because both your body and emotions need to readapt to a new equilibrium.

When you change an eating pattern, you are shifting decades of your own conditioning.

Your body and emotions need to get used to it.

# Emotional associations

That's the key idea to keep in mind.

When you prepare a meal or sit a round a table, the food that is right there brings back memories.

It's like a music tune playing in your head.

These memories are often comfort or fun impressions associated with moments in your past or childhood.

When you eat, you enjoy the tastes, the nutrients value (if any) and the mind sets this food recalls.

When you shift eating patterns, these emotional associations have to be reshaped around your new choices.

This is why it takes some time to change eating patterns.

It is because your mind tends to go back to your old choices because of emotional associations and habits.

It's not just the taste or the organic impact of this food on your body!

It is all your brain that is getting reconditioned as well.

As you integrate a new habit, you build new memories and emotions around this new food.

Let's take the example of fresh salads.

If you grew up in a family in which salads were not part of your meals, the day you start eating these delicious raw tomatoes with leafy greens, your emotional associations connected with this type of food are not yet activated.

After a couple of weeks, it's not just the body that gets used to these salads! It is your brain as well.

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Your emotional body is being polarised towards this new type of food.

After a while, usually 1 to 3 months, you start feeling really excited when you see a fresh salad.

Your new emotional associations connected with salads emerge and mature.

This is a very natural and organic reconditioning process.

It's fun and interesting to see it being unveiled when you shift eating habits.

## **Stop cooking! – Start preparing!**

Nowadays, I never cook! I only prepare food!

I progressively shifted to a raw diet over a period of about 3 years.

This is it!

Now, I no longer use the stove.

Ever!

Why?

Because what I eat now is raw.

I no longer cook, I prepare meals.

When you shift to healthier nutrition, this is what naturally happens.

The idea that you need to “cook” a meal might be outdated for you as well!

If you are seduced by the idea of never again using a stove in your life, realize that it’s possible and easy!

## **Speed food!**

Be effective in the way you prepare your meals.

Like most human beings, you are probably a busy person.

If you spend 30 min cutting vegetables for your salad, that's far too long!

You need to go faster.

Why prepare meals fast?

Because time is precious and you need to implement ways of preparing meals which is easy!

No hassle! No effort!

That's how you maintain healthy eating patterns on the long term.

For instance, many people won't eat oranges because they can't be bothered peeling them!

If you know a simple trick to peel an orange in 10 seconds, this simplifies your life, right?

You want preparation tricks to be super efficient at it.

Do some research on this!

Google it! Youtube it!

It must be fun! Not a burden!

## Variation myths!

Another key mind set to shift!

Every meal doesn't need to be different.

In fact you can easily feed yourself with a basic set of 4 different meal preparations.

Simplify!

You might feel this social pressure to be a super good cook and spend hours in the kitchen, adding lots of variation and tastes.

Yes! Cooking or preparing dishes is an art form and you can experiment with it if you enjoy it.

Frequently, the simplest preparations are the ones that work best!

You can create a salad and eat that for a couple of days, alternating with fruit shakes as snacks for instance.

A basic salad preparation can have hundreds of variations depending on the dressings or ingredients you use.

For instance I have 5 different types of oils I can use for my salads.

I have 8 types of seeds and nuts I can add.

When I open my fridge, I have around a dozen possible vegetables I can cut and mix.

And that's just for salads.

I make smoothies, energy mixes, salads and raw fruit pies as my main dishes.

Just with these few basic dishes, I already have hundreds of possible variations!

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Experiment!

Endless possibilities!

Keep it simple!

## Organic or not?

Sometimes, you don't have organic options.

In Europe where I spend a lot of my time, the organic options if any are often twice the price and require a 30 min drive to get to them.

It's time consuming and expensive!

Shopping organic can be twice as expensive + time consuming + stressful.

Is it really worth driving an extra 30 min through traffic jams to get my carrots from an organic shop?

In my experience, it is not.

In many places, organic is not yet main stream.

Of course, I don't like the idea of getting extra pesticides in my body but what will I get in my lungs by driving another 30 min through noise and pollution?

Is it really worth it?

If my health food shop is next door and budget is not an issue, then of course I go ahead and delight myself with organic products.

Now, if organic is not easily accessible, I don't use this as an excuse not to eat healthy.

Non organic raw fruit and vegetables are still 100 times better than junk food!

What's my reaction when I face these challenges?

I relax!

Being too fanatical about your diet can be extremely limiting.

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You can easily feel alienated and obsessed with what you eat!

That's not good for your happiness!

Here is the deal:

- If you are a vegetarian, having some fish one day won't kill you.
- If you are a raw foodist, having some baked potatoes at a friend's party is ok.
- If you prefer eating organic food but the supermarket you are in doesn't have it, relax and buy what they have.

These are simple examples that tell you one thing:

Relax!

No need to alienate yourself with your food choices!

I see many people totally obsessing over what they eat!

This can have many negative impacts:

- It can make you extremely rigid!
- It can make you very intolerant of other people's choices!
- It can alienate you socially!
- It can stress you!
- It can leave a huge hole in your budget!
- Etc.

Here is another example:

I was recently traveling in India and ended up this beautiful ashram.

As part of the spiritual practice in this ashram we have meals together.

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They are prepared with lots of love and blessings.

Now, these meals are mainly made of cooked rice, dal (lentils), chapatis (indian bread), etc.

All of this is cooked!

I am into raw food.

When I prepare my own meals, I never use a stove.

I am 99% raw!

When offered these delicious meals, I can reject them and respectfully apologize.

Or I can go with the flow, eat with everyone and share a profound communal experience.

In that case, my own choice was to relax, eat what I am offered and enjoy it!

Here is another example: I don't drink alcohol.

Right now, when offered a glass of wine or champagne, even at special occasions, I reject it 99% of the time.

I am not saying that you must do the same.

I am saying that these are the nutrition boundaries that work for me.

I make these choices consciously and design these boundaries by trying all possible alternatives and feeling what works best for me.

You can consciously decide how fanatical you want to be with your nutrition choices.

If you decide to stick to a new habit at 100%, you might face some challenges here and there when your preferred choices are not available.

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Keep an eye on that.

This is an issue everyone faces with food choices.

Find the right measure for you and make these choices consciously.

# **Eat when you are hungry!**

This is one key mistake so many people make.

When they feel hungry, they think:

“I am trying to lose weight, so if I don’t eat for another couple of hours, it’s like a small victory. I will discipline myself and wait till evening before I eat...”

Wrong! Wrong! Wrong!

This is the type of reasoning that leads to failure!

Absolutely!

100%!

When you are hungry, this is the way your body signals it needs energy.

If you don’t give it, your body enters in crisis mode and starts sending even stronger emotional signals.

You don’t notice it straight away because your will power is still strong and you lock this signals out, but you pay the price later!

Your body is conditioned to survive.

It knows exactly when it needs energy.

If you try to suppress that feeling, you usually overeat at the following evening meal.

Or you end up heading for the snack machine because after 2 hours of hunger suppression you enter in real crisis mode and need an emotional kick.

You need to be smarter!

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Much smarter!

When you are hungry, eat!

Don't eat just about anything!

You eat a piece of fruit or a carrot, or a healthy snack!

You eat! You don't suppress!

When you do, your body already thanks you for that and lowers the hunger signals instantly.

You think you lose weight by trying to suppress hunger signals but actually the exact opposite is true!

On the long term, you lose the battle, because you try to suppress something (hunger) which must not be suppressed.

The more you try to lock this feeling out, the more your body rebels!

Yes!

It is perfectly healthy and normal to feel hunger 2 to 3 hours after a small meal!

There is absolutely nothing wrong with you!

The solution is not to suppress, it is to choose healthy alternatives!

This is one of your core battle strategies!

Remember!

There is no victory without it!

# **Why skipping meals is the worst possible weight loss strategy**

This one follows up on what I said earlier.

Skipping meals is trying to suppress the hunger feeling but on a wider scale.

Your body needs energy and nutrients!

You don't feed your body with control and suppression!

This is the worst mistake you can make!

It is one of the key dead ends people face when they try to get back in shape.

The solution is not to have less meals!

The solution is to eat healthier!

When you eat healthier, your body gets all the nutrients and energy it needs with much smaller quantities.

The hunger signals disappear!

You get back in shape because the call for eating more is gone!

It is that simple!

It is like a mathematical equation.

When you let go of wanting to suppress and eat something healthy when your body needs energy, you step into a new territory!

This is the long term solution!

# Why suppression strategies don't work

Because they require too much will power and motivation.

Sooner or later, your motivation drops.

Usually after a few days, weeks or even months.

What happens next?

You gain back the weight you lost or even more!

This is why the usual diets fail 80% of the time.

Because they are based on suppression!

This shows a total lack of understanding for the body's dynamics.

You need to partner with your body and work with your instincts, not against them.

Trying to lock your hunger in a prison is like shooting yourself in the foot!

It is self destructive on the long term!

Focus on healthy alternatives and make shifts in your eating patterns that you can easily maintain on the long term.

The key word here is easy!

If it is hard, you will succeed for a few months, but eventually fall back.

The reason why you succeed is because you make small changes at a time that both your body and emotions enjoy and can embrace!

This is the key long term solution!

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You realize that this strategy does not involve any fancy processed expensive powders, or get slim bars!

It does not involve surgery either!

This is the very reason why you don't hear much about it!

Because big corporations have no way of making big profits out of something which is that simple!

Don't be misled by the fact that there is no hype around the strategies I share with you.

The reason you don't hear about them much is because there is no profit involved in marketing this type of ideas.

## **Eat as much raw vegetables and fruit as you want**

This might surprise you, but if all you eat is raw fruit and vegetables, you will probably get back to your ideal weight within 3 months.

Why?

Because raw fruits and vegetables are packed with so much nutritious value that the hunger signals disappear much faster as soon as you eat.

You stop eating before you are full.

In the beginning, it can feel slightly challenging to have a diet based on lots of raw!

It takes probably 3 months to get used to it.

Again, the best way to go is to take small steps.

Start for instance by having a 3 vegetables fresh raw salad every evening.

Once this new habit is solidly established, usually within a month, add a new habit, for instance having a couple of small carrots or a piece of fennel as afternoon snack every now and then.

The key is to take small steps at a time.

## **Don't skip meals!**

Skipping meals is just one example.

It is a suppressive strategy that so many people try to use all the time!

The thing is that it totally fails as a weight loss approach.

Let's dive into the inner dynamics you trigger in you when you decide to skip a meal.

Here is what goes on:

"I know I am starting to get hungry now but I think I can last till dinner time without eating".

"If I don't eat now, it will save me from taking in an extra 500 calories and I will get slimmer"

This happens around noon.

If you didn't eat anything since breakfast, by 2 pm your body is usually in a state of energy crisis.

You start feeling irritable and now really hungry.

You still try to hold on to your decision of not eating till 6 pm.

By 4 pm you are so hungry that you rush to the vending machine and get a snack.

You think: "Not a big deal if I slip now... It's only a snack, not much calories in that one"

By 5 pm you leave the office and are still really starving.

You rush to have a coffee with some friends and respond to the temptation to have this blueberry muffin with your cappuccino decaf!

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By now, you already took in the calories you thought you would save by not having lunch.

The thing is that your body is still in a state of crisis.

The nutrition you gave yourself since breakfast is very poor!

Nothing healthy there!

High calories! No nutritious value!

You get home still in a state of crisis!

So far, today, your body did NOT get any of what it needed!

You know that!

You can feel it!

At dinner, you end up having two large servings because your body is trying to compensate and is now shouting loud internal hunger signals!

Do you recognize this?

Of course you can see it doesn't work long term!

So why do people do it?

Because it's an instinctual reflex.

You believe you are being a good person by not eating at lunch.

You also don't see another smarter way to reach your weight loss targets.

That's your best shot at achieving the results you want.

The thing is that this best shot is not good enough!

By far!!!

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## Winning Nutrition Strategies

What's the alternative?

Have a healthy lunch!

When you are hungry, eat!

Always have healthy options with you!

Are there any healthy options when you want to have lunch?

Of course there are!

Even if all you have is a fast food place, nowadays you ALWAYS have salads in there!

You can have a salad with a bit of dressing.

What's healthier? A Big Mac with fries and coke or a salad with some water?

That's an easy one, right?

What about that one?

What's healthier? A fast food salad or trying to suppress your hunger till 6 pm?

Think about this carefully because I believe the key to long term successful weight loss is right there, in the way you choose between those two.

Now, you might say:

"I am done with fast food salads anyway!"

That's great! I applaud you for your choice!

So, what are the alternatives if you know you must eat lunch?

Here are some ideas:

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## Winning Nutrition Strategies

- Bring some lunch from home.
- Find a whole foods with a salad bar.
- Find other healthy alternatives.

Now, realize this!

90% of what you will find when you are trying to rush for some lunch are not good enough!

Most of the meals you can quickly and easily grab have poor nutritious value and are too heavy to have for lunch.

It takes planning and understanding to get it right.

But that's for later.

The first step here is to understand that the skipping meals approach is a waste of your time and energy, and usually triggers the opposite outcome!

## **You go for higher calorie foods when you are really hungry!**

In a recent BBC documentary, doctors analyzed how people respond when they are hungry.

They made a brain scan and analyzed how emotions were triggered when shown picture of different types of food.

The first test was to take a group of people, feed them well, put them through a brain scanner while showing them pictures of different types of food.

The photos they were shown were pictures of healthy options like salads and fruits and unhealthy options like cakes and donuts.

The second test was to let them fast for 12 hours and then put them through the brain scanner and show them the same pictures.

Here is what they found:

In the first test, when their stomach was full, the emotional stimulation and desire for high calorie unhealthy foods like cakes and donuts was normal and similar to the desire for healthy options.

In the second test, when they were starving, the desire for high calorie bad foods was way higher.

That's normal because they are hungry of course.

What is stunning is that when they were hungry the desire for bad options was WAY higher than the desire for healthy options.

In other terms the body is starving and sends out signals that say: "Give me as many calories as you can, fast! I am dying here!"

It's an instinctual response!

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If I lost you with this detailed experiment, here is the key and simple point to remember.

When you are hungry you are way more tempted by bad, high calorie foods!

That's what you might end up eating because your body's instinctual need, overpowers your repressive will power.

Got that?

If you remember just one piece of information from this book, this is it!

So I will say it again!

When you are hungry you are way more tempted by bad, high calorie foods!

The conclusion is:

Eat BEFORE your hunger level sky rockets!

If you are even a bit hungry, eat!

And choose healthy options!

## **What's a suppressive tactic?**

A suppressive weight loss tactic is an approach in which you try to suppress your natural needs and desires!

You try to force your body's response!

You deny the hunger signals!

You try to suppress them using your will power!

Doing that is like trying to stop a mountain torrential stream with your bare hands!

It usually works for a while!

You need LOTS of will power!

It requires you to stay totally focused and motivated for extended periods of time.

The problem is that you eventually run out of will power!

You run out of motivation juice!

Trying to suppress hunger is too much effort and eventually your hunger instincts win!

You are flooded by needs you can no longer stop and you get back to the old habits in no time.

If you check in your social circle, you will see the same pattern being repeated over and over again!

It is this yo-yo dieting effect that so many people face.

They try one diet, have short term success, fall back, try another one and so on.

You know that, right? Maybe that's something you faced yourself.

## More suppressive tactics

The skipping meals example is just one situation many people face.

Many more suppressive tactics are used all the time.

Here are some examples:

- Radically shifting your diet overnight.
- Deciding to stop eating meat.
- Trying to radically control meal portions.
- Trying to remove all fats from any meal.
- Etc.

Not all suppressive tactics are bad!

It's only when it is overdone that it hurts your success!

In my experience, some suppression or discipline is fantastic!

I use discipline myself all the time!

It's only when you need too much of it that you will most likely fail.

For instance progressively shifting to eating more fresh products is a positive choice that requires at least some discipline.

In the process of doing so, you might crave for some junk food and be able to successfully stop that craving by giving your body something healthier.

The question is: "How much discipline or suppression tactics you use?"

In my 10 years successful coaching experience helping people with this type of issue, I feel that the right balance is this one:

10% discipline – 90% fun

Discipline = Will power, structure, suppressive tactics, etc.

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Fun = Flow, instinct, inspiration, etc.

I believe that using some suppressive tactics is good!

You need some discipline and will power to succeed with dietary changes.

The problem arises when the will power you need to make specific changes is too high!

If it requires way too much effort and you rely mainly on will power to get results, you will soon run out of motivation and fall back in the old habits.

The way to use less will power when making changes is to focus on smaller steps you can easily afford.

This is one key!

The second essential key is to create an environment which is conducive to make these changes.

Here is an example:

Suppose that you decide to start training.

You want to do it all alone.

You decide to go jogging by yourself every day, 5 days/week.

That's the high will power and difficult way to do it.

Here is another way:

- You sign up at the local gym which has tons of exciting classes and fantastic installations including a pool.
- You make new friends and flirt a bit when you get there.
- You decide to train with an exercise buddy.
- A couple of times a week, you decide to still jog outdoor to add variation.

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See what happened?

You just created an environment which supports the changes you want to make.

It is now fun to make these changes.

You no longer carry the whole “getting fit” responsibility on your shoulders.

You have a fitness trainer at the class who motivates you.

Your training buddy comes to get you for a quick session after work.

The fact that you have now a support structure gives you the tools to win your fitness challenges.

## **80% of diets out there fail!**

If you check the stats, you will see that numbers are stunning!

Most people who start a diet will usually fail after a short term success.

What does it mean to fail?

It means that the strategies which are used are not sustainable long term!

Why not?

Because most of them try to do one thing: suppress your hunger!

The body REALLY doesn't like that!

After a few weeks or months of directive, will power based discipline, it rebels and fights back!

Within weeks, you gain back all the weight you lost and you are back to starting point, resentful and frustrated!

# **If suppressive tactics don't work, why do people keep using them?**

It's quite simple actually!

It's because they don't see possible alternatives.

Another element has to do with marketing hype!

Most diets out there are **BUSINESSES!**

They are aimed at making money!

And they use YOU to achieve their goals!

They often keep you hooked on products and services that they know will most probably fail.

**BUT** they make tons of money in the process!

When you are out there, looking for a solution to this weight loss issue, you will try things and trust!

There is nothing wrong with that.

If they promise results they can't sustain or deliver on the long term, we can of course question their ethics and motives.

Saying that you are the victim of a vast marketing conspiracy is quite accurate.

Now that you know this, it's useless to keep denying it.

You can try over and over again to dive into suppressive approaches or wake up now and look for other options!

This is what I will try to highlight in this book!

This is a wake up call to help you find solutions that actually work!

# **If suppression doesn't work, what does?**

What does work?

Any nutrition habit that you can EASILY maintain on the long term!

90% FUN!

10% discipline!

Most people who diet feel truly miserable!

They are irritable and frustrated!

Why?

Because suppression is NO FUN!

How can you lose weight if you don't suppress?

You get smarter!

Here are a few core principles!

Change one eating pattern at a time!

Eat differently, not less!

Replace unhealthy options by healthy ones!

# Change one eating pattern at a time

Your body and mind need time to READAPT!

If it's too much at a time, the body and mind can't take it!

Suppose that you have been eating fast food for many years, you decide to eat healthy and prepare meals at home.

Don't make that change in one day!

Do it progressively!

Why?

Because if you do it all at once, your system will be in a state of shock!

So, what do you do?

You start by having a healthy breakfast at home.

You might start with cereals and fresh fruit.

What happens when you do that?

Your whole being readapts!

- Your digestive system develops a new intestinal flora.
- You get used to the taste of fruit in the morning.
- You try some new preparations and search for new recipe ideas.
- Your whole body gets progressively transformed all the way down to cellular level.
- You develop new emotional associations connected with that type of food.
- You rearrange your time to be able to do this at home.

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- You train yourself not to respond to the fast food triggers when you walk by a fast food joint in the morning.
- Etc.

As you can see, that's A LOT!

If you force too many processes at the same time, your body enters in a state of crisis!

You can of course use will power for a while to sustain many simultaneous changes.

But eventually you relax!

You want to be able to relax and embrace nutrition shifts you can enjoy!

So, rather than aiming for a short term one week success.

You aim for long term 1 year profound and lasting transformation.

Less will power!

More fun!

Let's go back to the previous example.

If you make this breakfast shift and sustain it for a month, then that's a success.

It takes around 3 months to ground a new eating pattern.

In these first 3 months, the risk to fall back to the old habits is still there.

So, it's essential to stay focused on just 1 target you can easily oversee and master.

In that case, this target is "Having a healthy breakfast".

This is the REAL alternative to yo-yo dieting.

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It is to move slower but sustain long lasting changes!

GOT THAT?

This is ESSENTIAL if you want long lasting success!

After 1 to 3 months of practicing healthy breakfast , you can ad a new habit.

This could be have a healthy 3 pm snack or a light lunch.

Practice that for 3 months while maintaining the healthy breakfast.

And so on.

Do you see how it works?

It is progressive and easy!

You need way less will power to do it that way.

After the first 3 months of healthy breakfasts, a few things happen.

First, you start liking this refreshing healthy breakfast WAY more than the fast food alternative.

Why is that?

Because you see the changes in your mood and body!

In other terms, the healthy breakfast creates PLEASURE!

Way more pleasure than the old fast food option!

You enjoy it!

Because you found some new preparations and got used to the tastes, you now feel really happy with your new choices!

When this happens, there is no desire to go back!

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## Winning Nutrition Strategies

The “morning fast food triggers” are gone.

You can stay in front of the fast food joint and not even be tempted to go in!

Why is that?

Because your body is satisfied and saying that you!

When you present it with the fast food alternative, it responds by saying something like: “Why are you showing me this junk food? I am already full and happy! I no longer need it”.

If your body could speak that’s exactly what it would say.

# **Eat differently! Not less!**

This is the next core idea!

When you eat healthy and give to your body healthy nutrition, it needs less food!

The hunger signals die out way earlier than when you eat junk food.

Food contains nutrients.

These are compounds like proteins, vitamins, enzymes, salts, etc.

They are the microscopic biochemical units that feed us.

Imagine that your body needs vitamin C and that the food you are eating right now does not contain any.

What happens?

The body keeps sending hunger signals.

It says something like: "I need vitamin C and I am still not getting it. Give me more! More! More!"

So, you keep on over eating until you are really full.

You eat way too much.

Now, if you eat a small meal and finish with a fresh orange juice, your body might go: "Thanks! Got what I needed! You can stop eating now!"

These are of course simplistic examples and the reality is way more complex.

But I am sure that these basic dynamics are true!

If the food you eat is poor in nutrients, you need to eat way more to give your body what it needs.

## **Replace unhealthy options by healthy ones**

This is another core nutrition tactic you can start using straight away.

Here is an example:

I love chocolate.

I was born in Switzerland, so you imagine!

Lots of chocolate around here!

Many of my snacks as a kid were chocolate with bread, chocolate bar or a glass of milk with chocolate powder.

Of course, most processed chocolate bars with all the saturated fats and refined sugars are unhealthy.

So, about 20 years ago, I progressively started shifting my diet to healthier options.

When it came to chocolate, I started replacing it with dried raisins and other dried fruit for snacks.

This was still giving my body the sugar kick it needed without the negative saturated fats content.

I felt that the process was still incomplete.

So, some years ago, I went one step further and started preparing myself snacks made of a mix of dried fruit, cashews and raw cacao nibs.

Whaou!

What an awakening and realization.

The craving for chocolate?

Gone! Instantly!

I am not kidding!

Here is what I believe happened

I feel that my craving for chocolate was due to 3 core ingredients:

- Sugar
- Fat
- Cacao = Stimulant

When I prepared my mixes here is what I was getting:

- Dried raisins = Sugar
- Cashews = Fat
- Cacao nibs = Stimulant

In other terms, from this home made mix I was getting the exact ingredients I was craving for, simply in a different form.

Instead of thinking "I have to suppress my craving for chocolate", I said instead "Let's try to replace chocolate by a healthier option".

It took me a few years of testing and research to actually get this!

Nowadays, when I think of chocolate, what comes to mind is the heavy saturated fats and the bad impact it has on your teeth.

The emotions associated with chocolate have shifted.

If one day, I am really hungry and I have no healthy snacks with me, if I am in a city and I see all these chocolate bars in a kiosk, I might be tempted and get some.

That could happen.

But these are totally isolated cases.

I go now for years without ever buying chocolate.

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In 99% of the cases, when offered chocolate, I simply say “No thanks!”

Now you might argue that dries raisins still contain sugars or that having some cashews without soaking them first means that the enzyme inhibitors are not yet deactivated.

Well... I agree!

The food that you eat is NEVER perfect.

For dried raisins, I simply don't use too many, just what I need.

Here is what I believe:

The energy mix I use (dried raisins, cashews, raw cacao nibs) gives me a health score a 8/10.

I believe that the chocolate I used to consume is at a lousy 2/10.

Most chocolate bars are JUNK FOOD!

So, did I make a big jump forward by making that shift?

Absolutely?

Can you make the same type of healthy shifts in your diet?

Of course you can!

Will it take you some experimentation to identify the exact ingredients you need to replace your unhealthy options?

Yes! I think it will!

Let me give you another example:

Cheese!

With cheese, it was the same story as with chocolate.

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I have been consuming tons of cheese since childhood!

Some years ago, when I started realizing that cheese was not that healthy, I started looking for alternatives.

It's only 2 years ago that I succeeded with that one.

In my case the core substitute for cheese is coconut!

I now use coconut in all sorts of recipes!

I use coconut cream, coconut nibs and coconut water.

I use them in salads, in dressings, as snacks and in my energy mixes.

I put coconut water in my smoothies.

It works!

When I put coconut in my preparations, the craving for cheese disappears.

Why is that?

Because I believe that coconut contains ingredients which are similar to cheese.

That's protein and fat.

If you check the nutritional content of cheese and coconut, you will see that they are very similar.

That's why I believe you can easily replace one by the other.

If you just try to fully remove cheese out of your diet without giving your body a substitute, it is tough!

That's a suppression tactic.

It requires 100% will power and it's no fun!

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If you substitute cheese with coconut, it requires 20% will power and 80% flow.

It's actually quite natural to do it.

As you can see, I still use some discipline when making that shift.

It takes around 3 months to get completely used to a new nutrition shift.

If the nutrients in cheese and coconut are quite similar, why is it that the shift is not instant?

Why is it that you still need to use some discipline and will power?

It is because the addiction that you naturally develop to foods is not just connected with the biochemical composition of that food.

Here are 2 other aspects that play a role as well in your attachment to food.

These are "tastes" and "emotional associations".

Let's have a look at these.

# How to retrain your taste buds

We are used to certain tastes.

Tastes are something we develop and train from childhood.

We get used to them, develop them and sometimes change them.

When you decide to stop eating French fries for instance, you will need to do 3 things:

- Find a winning substitute.
- Retrain your taste buds so that you start enjoying that substitute.
- Retrain the emotions associated with French fries.

This is a 3 stages retraining happening at the same time.

At the same time, profound biochemical changes are happening throughout your body and cells while they adapt to new foods.

We already checked “finding a substitute” earlier.

Let’s look at retraining your taste buds.

Your tastes are not crystallized!

They evolve.

It takes 1 to 3 months of training to actually shift a given taste for a certain type of food.

You can learn to actually like a given food.

I know so many people that say for instance “I don’t like vegetables”.

That’s simply because the vegetables they ate in the past were tasteless, overcooked or prepared without any spices.

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Or it is because in their childhood and adult life, they never got used to eat them.

The thing is that if you start eating something you never ate before, it will taste funny in the beginning.

Here is an example.

I was 23 the first time I tasted coriander!

Why? Because that herb was never used in my childhood.

It was hardly used where I grew up, in Switzerland

I remember exactly my first reaction when I first tasted it!

We were sitting in a restaurant by the sea in Costa Rica with some friends.

My first reaction was: "Yuk!!! What is THAT!!!"

Really!

What happened over the next few years?

I got used to it and now love it!

My taste buds got trained!

Sometimes, being able to make a successful shift and integrate a new ingredient in your diet will take some practice.

If you don't like it at first, keep trying.

Try smaller quantities, or mixed with other ingredients or prepared differently, smaller slices, grated or blended.

Your taste buds EVOLVE!

If you are not used to a given taste, just give yourself some time to retrain your taste buds.

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# Emotional associations

Any food you eat brings back memories from the past.

When you try to give up on a certain type of food, you reject as well the emotions connected with that food.

Suppose that spaghettis and cheese remind you of the fun times you had with your college mates.

You go shopping years later, you will naturally be tempted to buy pastas because the memories associated with that type of food are fun.

If you try to eat more salads and you never really ate salads before, your neural network has little emotional associations connected with salads.

In other terms, you see salads and feel nothing!

No excitement!

That can be your starting point.

In another scenario, still with salads you might have visions of your mom forcing you to eat your vegetables!

Not nice!!!

You get the picture?

Each type of food that you eat is associated with a set of thoughts, feelings, emotions, impressions and vivid memories .

This is what I call emotional associations.

Sometimes, just by eating a certain dish or type of food, you can recall pleasure or a comforting situation.

One more example.

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Imagine for instance that when you were a kid your dad was coming home with a box of pink donuts every Sunday morning.

This scenario repeated itself dozens of times years ago.

Each time you see pink donuts comforting memories are subconsciously recalled in you.

You might even still buy pink donuts today because you want to experience these same comforting feelings over and over again.

Suppose that one day you decide to give up eating these pink donuts.

You decide that a fresh smoothie is a healthier option.

You never really drank fresh smoothies before.

You have very few emotional associations connected with these delicious drinks.

On the other hand, you have years of conditioning around pink donuts.

As you get used to the smoothies, your whole neural network in your brain is building new associations and dissolving the old pink donuts ones.

In my experience I feel that it takes around 3 months to complete this emotional associations training connected with foods.

I am not saying this out of some detailed medical research.

This is what I experienced!

When I tried to make core dietary shifts in the past, I carefully observed how my tastes and emotional associations were evolving during that time.

For instance, I shifted to green smoothies for breakfast around 4 years ago.

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I feel that it took around 3 months for the shift to be complete on an emotional level.

This is not an isolated example.

It happened many times in similar ways with other types of foods I experimented with.

And I agree! This is NOT an absolute model!

I am sure that you can for instance decide to become a vegetarian overnight and succeed with that.

Or you can give up alcohol suddenly and never drink a beer again.

All possible variations of this model do exist.

I am simply sharing with you a dynamic that I observed in me and in many people I coached.

The conclusion is that it takes some time to build new emotional associations connected with a certain type of food.

It takes as well a while for old emotional associations to be dissolved when you shift your diet.

Makes sense, right?

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## Conclusion

I hope you enjoyed this book!

Feed back? Questions? Success stories?

Email me at [francisco@vitalcoaching.com](mailto:francisco@vitalcoaching.com)

For coaching:

<http://vitalcoaching.com/coaching.htm>

For more:

<http://vitalcoaching.com>

To your power!

Francisco Bujan